KORE

BRINGS SUN BACK ON YOUR TRACK

KOMOREBI

THE MILLENIAL SENSATION
COMES TO YOUR TOWN

CONNECTEDLY DISCONNECTED

A **'virtual' wave** is ascending across various cultures, digitalizing everything from large social groups like nations to the smallest interactions, affecting human relationships regardless of their depth and nature: our very human identity is altered and alienated.

The ubiquitous possibility to connect to the internet at any time and any place, using the smartphone as an extension of our personality impacts all human behaviors and shape human interactions. Research on smartphones' impact on our social relations revealed alarming dangers: from **physical** and **mental** health risks, to great **addiction** and **isolation**.

Although reverting this trend is unlikely, the development of solutions that counter or mitigate some of these issues should become a part of the public and private focus.

Recent research has expanded our understanding of the effects that regular smartphone usage has on personal health. The negative effects range from negative physical effects to mental health issues or problems with concentration-

Finally, constant internet connection and ever-present social network at the tip of your fingers have resulted **in lifestyle changes, especially in the way people spend their free time,** often dedicating hours of the day on actions done through and on their telephone device.

OUR FOCUS: SMILE TO RECONNECT

Have you ever wondered about how smartphones and our reliance on them changed the way we relate to the community and society as a whole?

A study was recently made to decide in an experiment if the presence and the possibility to use a smartphone to entertain yourself during waiting times, reduces the smallest interpersonal interaction – a **smile**.

It was found that **using the phone in a waiting room not only reduce smiles between strangers that catch each other's glance over the room**, but also r**educes approach behaviors between strangers**, such as starting a conversation or even just saying "**hello**".

Therefore, we close ourselves in a virtual social bubble, filled with our close ones but we are also, mostly unwillingly, giving up on the people around us. **Such behaviors may foster feelings of isolation and apathy towards the society that surround us.**

Bearing in mind the insight on the negative effects of smartphone on social situations, we decided to **focus on a specific situation** in which people tend to use their phones while they are surrounded by other members of society.

FACTS

People frequently use their phones in public transport (such as metro, train, bus lines or trams) & Regular commuters create a community of their own.

They can be an identified group of (mostly) strangers, who have similar one similar need: to get to their destination as fast as possible, ideally sitting or standing comfortably while enjoying the trip.

The commute time is used either by mindlessly looking around, reading, or most commonly, scrolling or playing on their phones.

Research shows that 65% of commuters or passengers use their phone while they are on public transportation. This makes a regular commute or a transport in a city quite similar to the waiting room used in the smile experiment above.

A SIMPLE BUS RIDE CAN BECOME A SOURCE OF ISOLATION AND APATHY TOWARDS SOCIETY RATHER THAN AN OPPORTUNITY TO ACKNOWLEDGE THE EXISTENCE OF THE PEOPLE AROUND YOU.

It is not necessary that an individual seeks proactive engagement with fellow commuters. With smartphones in the picture however, a simple bus ride can become yet another additional factor to the already individualistic, isolating, and anonymous web of negative effects of urbanism.

While it is unlikely that people will stop using smartphones on transport as a way to kill time until their destination is reached, we ask a question of how can people use their smartphones and be aware of the opportunities to socialise around them.

Ultimately our problem is…

HOW CAN WE MAKE COMMUTERS ON THEIR PHONES INTERACT WITH EACH OTHER TO POTENTIALLY OBTAIN A SIMPLE HUMAN CONNECTION - LIKE AN EXCHANGE OF SMILE OR LAUGHTER- ENSURING AT THE SAME TIME THEIR SAFETY AND ENCOURAGING THEM TO OVERCOME THEIR LACK OF TRUST?

OUR
SOLUTION

INTERACT WITH YOUR FELLOW PASSENGERS

TRUST YOUR COMMUNITY AGAIN

STEP OUT OF YOUR COMFORT ZONE

KOMOREBI

GET YOUR DAILY SMILES

OUR MISSION:

We want to challenge virtuality using, paradoxically, the same weapons, in the form of a digital application named Komorebi, design for the use of commuters, during travel and waiting time.

However, despite its virtual nature, we aim to change the paradigm, by using the application as an enabler of social connection and not the channel of communication, as a means and not as an end.

Komorebi **mission** is revealed from the onset by its very Japanese name, which describes the momentarily sight of sun rays coming down through the tree branches: its beauty relies in the simplicity and ease of use, as well in the personal, original feeling of warmth that we associated with honest human interaction. As an application,

Komorebi aims to provide a small portion of excitement especially for the morning and evening commuters, an opportunity to exchange smiles among strangers living or working in similar areas.

Who& What

Komorebi is a minimal application, encouraging real-life **social networking through small, short phone games.** The application pairs the participants of the game based on **geolocation**, so that people taking the same bus/metro/ waiting station are involved in a gaming experience with an **unknown, anonymous user.**

We bet on **human curiosity** that our users will be intrigued about the other person and will look around for their competitors: that is when **the opportunity of smile exchange arises**, when the two sights meet and two humans are momentarily connected.

At the end of the game, the participants can also exchange inédit **recommendations** - music, books or restaurants- and receive their **rewards** in the form of points. This is the **augmented** product.

PROCESS*

01 **KOMOREBI**
CONNECTS RANDOM
COMMUTERS BASED
ON LOCATION

02 **THE MINIMAL GAME**
IS PLAYED

Problem solving, competitive
or cooperation minimal
games

03 **HUMAN CURIOSITY**
ENTERS THE SCENE

Since the game is
anonymous, many people
will want to discover who the
other player is in real life

04 **IDEAL OUTCOME:**
SMILE! :-)

05 **EXCHANGE**
RECOMMENDATION &
REWARDS POINTS

*For augmented product,not including functionalities of potential product (e.g. chat).
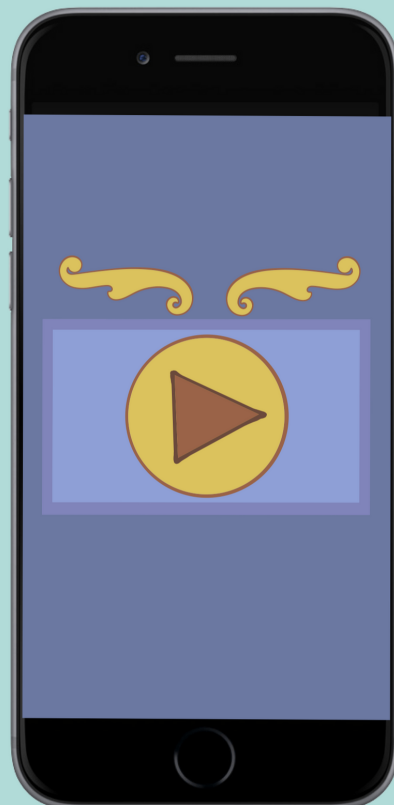
TARGET

It is addressed to smartphone users, preponderantly **young commuters between 18 and 25**, including nonetheless the working age users between 25 and 55.

With a **long-term vision**, we foresee a growing market segment of digitally literate people, therefore there is potential to target with our app even older market segments, depending on their digital literacy and smartphone usage patterns.

Komorebi has true potential as a gaming and social application, since it responds to the identified commuter behaviors, **who most often engage in checking their social media (59%) or playing games (47%) during their commute time.**

ORIGINAL

KOMOREBI integrates several elements of originality, which makes it unique in the networking and gaming offer.

- Anonymity & Safety: any user remains anonymous to protect its identity and can choose to stay so even in real life. Our care for its personal protection and safety is also reflected in the introduction of a safety button that users can press if the real-life social interaction involves any concerning or alarming element. The safety alarm is then sent on the phones of all other app users in their proximity, discouraging the offender to proceed with their uncalled behaviors.

- Minimal & non intrusive: We invest a lot of efforts to choose the right PANTONE color palette for the application, using psychological studies on color impact on human eye and mood.

  The app design is minimal, as little intrusive as possible, so as to maintain its role of intermediary of social interaction. The games are also conceived using the same philosophy, to engage users either in problem-solving, competitive or - primarily- in cooperation activities.

  Game design is as well minimal, to require little amount of download and upload data streams and hence ensure its smooth functioning even in areas with low internet connection, such as in the subway stations.

-To You

STRANGER! if you, passing, meet me, and desire to speak to me, why should you not speak to me? And why should I not speak to you?

Walt Whitman, Leaves of Grass (1900)

FEASABILITY

1. **Internal, personal:**
People are interested in curious social interactions and provided they are given a memorable first experience, they will return to use the application. Reasons to use the app: as an opportunity to engage in social interaction with other commuters, people, as a challenge for oneself to get out of their comfort zone etc.

2. **External, network effect:**
At the end of each game played, the users receive rewards points that can be used on the application to buy certain merchandise coming from our sponsors or to benefit of various offers provided by key partners. Similarly, once the application is used by enough people, the tipping point in its expansion can be reached and people will turn into our users due to their friends, family, peer pressure etc.

Potential product Komorebi 2.0
After launching the first version and studying its development, customer assessment and quality improvement, we aim to expand Komorebi functionalities to include chatting options or user identity personalization.

COMMUNICATION

In order for our application to be quickly adopted by as many people as possible, it is crucial that we have a high visibility.

The **most important period is obviously the launch of the project, because of the intrinsic requirement to obtain the network effect and enable commuters to play together.**

To attract and retain our users, we design very carefully the communication strategy. , to raise awareness about Komorebi's functionalities and its fun usage.

Since we target young people (15 - 40 years old) in urban and cosmopolitan areas and the purpose of our app is social interaction**, the marketing strategy will be interactive and based on an experimental dimension**

We will therefore concentrate our efforts on three main channels which are **advertising**, **events** and **digital marketing.**

Our strategy will be organised in three parts..

1. BROAD EXPOSURE IN THE PUBLIC TRANSPORTATION

Add a little bit of body text

This is where our targeted group is the more likely to be sensitive to our app. On top of that millions of people will be aware of our app. Therefore we need to invest in huge billboard in the metro, train and bus stations so our logo will be well recognised and promoted 24 hours a day. This part will be the most expensive but is necessary to launch the app.

2.UNEXPECTED EXPERIENCES

We incite the curiosity of customers and give them incentives to use the app. They need to trust it and to do so the best way is to show them how it works. We need to provide **experiences** through little **events** like **flash mobs** or **role playing** in the metro or in the train (go and play it around people and meet them) on what the use of the app might look like.

Outcomes:
* introduce Komorebi in people's minds
* free promotion on social media
* attracting more easily the press attention
* create partnerships with the RATP to consolidate the feeling of trust in the app

These events will make the app viral.

3. DIGITAL ADVERTISMENT

We focus on digital marketing which includes an efficient website, an optimization of the search result ranking on the app-stores, and a good participation on social networks.

MARKET ANALYSIS

Various applications encourage their users to get out of their comfort zone and meet other people, but by providing them the certainty of 'always available if needed', the users apparently tend to be satisfied with just the online experience.

The existent applications are also very much ambitions in their intentions: finding your soulmate, sharing a party together with strangers, getting involved in similar activities with people one does not know. In this sense, the existing proximity application all demand a lot of emotional efforts that most of the commuters do not want to go through.
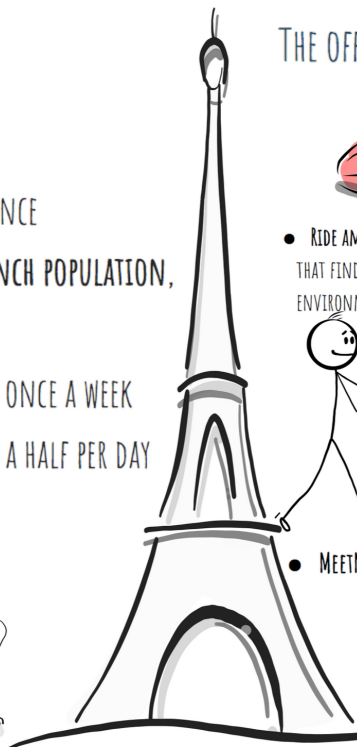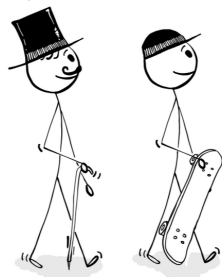
Market Analysis

MARKET ANALYSIS

The demand

- Every second, 77 **people** take urban public transport in France
- Regular users of public transport represent **17% of the French population**, of which **10%** take public transport daily
- **69%** of regular public transport users take the bus at least once a week
- Average journey time of **43 minutes**, almost an hour and a half per day

- Regular public transport user: **MOSTLY LIVING IN THE PARISIAN REGION**
- Rather **YOUNG**, belongs rather to a **HIGHER SOCIO-PROFESSIONAL CATEGORY** (MANAGER, LIBERAL PROFESSION) or INACTIVE.
- 18-24 YEAR OLDS REPRESENT 32% OF REGULAR USERS
- RETIREES AND INACTIVE PEOPLE REPRESENT 51% OF REGULAR USERS

The offer – similar apps that connect people
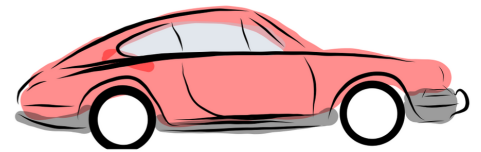
- **RIDE AMIGOS** – TRYING TO CONNECT COMMUTERS INTO TRUSTED COMMUNITIES THAT FIND 'THE HEALTHIEST' WAY COMMUTE THAT IS ALSO GOOD FOR THE ENVIRONMENT (MOSTLY RIDE SHARING);
- **HAPPN** – ALLOWS ITS USERS TO FIND ONLINE THE OTHER MEMBERS OF HAPPN THEY MET DURING THE DAY. BOTH USERS MUST HAVE BEEN GEOLOCATED WITHIN 250 MET OF EACH OTHER FOR THE APPLICATION TO PUT THEM IN CONTACT
- **MEETME**: HELPS FIND PEOPLE NEARBY WHO SHARE INTERESTS AND WANT TO CHAT
- **CLOSEBY** – BUILDING SOCIAL NETWORK WITHIN 10 KM RADIUS OF YOUR LOCATION AND ANONYMOUSLY

RISKS

We performed a risk analysis in designing our product and the major steps on launching the app and communication campaign. They fall into 3 broad categories that we addressed both through the design, as well as particular steps of the launch & communication strategy.

1) Security
Our app includes features that should promote recognition and even social exchange between commuters. Once in the game, the user accepts that another user **nearby** comes into contact with them.

We designed the "**SECURITY" button**, that every user on the transportation nearby might press when they feel insecure. The alert is send to all other users in proximity, deterring the offender of any action and fostering the feeling of support.

2) Diversity of interests among users
Not everybody wants to play games while on public transportation - commuters also engage in activities such as talking, shopping or social media.

The feature of '**recommendations**' will cater to individuals who desire non-game features of a smartphone app. In the future phases of development, we consider enabling some basic communication among users on the transport. This however will be strictly constrained by any additional need for safety.

3) Problems with network accessibility
Our launch strategy targets individuals who own a smartphone with **data** and **location access** and are regular commuters on public transportation. However, good signal might not be available everywhere.

Our subsequent expansion into new locations will depend on **developments in mobile communications in the particular transportation systems.**

4) Obtain network effect
At least two individuals in the same place should use the app, so that it fulfills its purpose. The notification feature will help draw the attention of other available users in the transport. However, **initially** we want to **target a smaller community** of more reliable users (a school, an office building) that could serve as a base for growth.

THANK YOU :)

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